

Amendments To Claims

1. (Currently Amended) A computer-based method for generating a demand estimate for a product, comprising ~~the steps of:~~

removing from a set of auction data all but a highest bid from each unique bidder in the auction data, ~~the auction data including a set of bids for the product;~~

determining the demand estimate by correcting a bias in the auction data caused by a set of characteristics of an auction from which the auction data is obtained such that the demand estimate provides an estimate of a likelihood that a consumer will purchase the product.

2. (Currently Amended) The method of claim 1, further comprising ~~the step of gathering the auction data such that the auction data is relevant to the product.~~

3. (Currently Amended) The method of claim 2, wherein the ~~step of gathering the auction data includes the step of~~ searching an auction web site for a ~~relevant~~ the product.

4. (Currently Amended) The method of claim 2, wherein the ~~step of gathering the auction data includes the step of~~ obtaining the auction data from an auction web site.

5. (Currently Amended) The method of claim 1, wherein the ~~step of correcting the bias includes the step of applying a statistical model to the auction data to obtain the demand estimate.~~

6. (Currently Amended) The method of claim 1, further comprising ~~the step of generating a graph of the demand estimate.~~

7. (Currently Amended) The method of claim 1, further comprising ~~the step of~~ generating a table containing the demand estimate.

8. (Currently Amended) A system for generating a demand estimate for a product, comprising:

a set of auction data including a set of bids for the product;

price analyzer that determines an estimate of a likelihood that a consumer will purchase the product by removing ~~removes~~ from the auction data all but a highest bid from each unique bidder in the auction data and ~~that corrects~~ correcting a bias in the auction data caused by a set of characteristics of an auction from which the auction data is obtained.

9. (Original) The system of claim 8, further comprising means for gathering the auction data.

10. (Currently Amended) The system of claim 9, wherein the means for gathering the auction data includes means for searching an auction web site for ~~a relevant~~ the product.

11. (Original) The system of claim 9, wherein the means for gathering the auction data includes means for obtaining the auction data from an auction web site.

12. (Original) The system of claim 8, wherein the price analyzer corrects the bias by applying a statistical model to the auction data to obtain the demand estimate.

13. (Original) The system of claim 8, wherein the price analyzer generates a graph of the demand estimate.

14. (Original) The system of claim 8, wherein the price

analyzer generates a table containing the demand estimate.

15. (New) A method for generating a demand estimate for a product, comprising:

gathering a set of auction data that pertains to the product from an auction web site using a web client;

removing from the auction data all but a highest bid from each unique bidder in the auction data;

determining an estimate of a likelihood that a consumer will purchase the product by correcting a bias in the auction data caused by a set of characteristics of an auction corresponding to the auction data.

16. (New) The method of claim 15, wherein determining an estimate comprises determining an estimate of a likelihood that a consumer will purchase the product at a set of possible prices for the product.

17. (New) The method of claim 15, wherein gathering a set of auction data includes searching the auction web site for a product that is similar to the product.

18. (New) The method of claim 15, wherein correcting a bias includes applying a statistical model to the auction data.

19. (New) The method of claim 15, further comprising generating a graph of the demand estimate.

20. (New) The method of claim 15, further comprising generating a table containing the demand estimate.